



the sierra
GAME PLAN



Initial CloudCMA Setup (do this before creating your first presentation) – **this is done only once.**

1. Log into the NNRMLS Launchpad by going to <http://portal.nnrmls.safemls.net>
2. Once logged in, click on the button under **MLS SERVICES** called “**CloudCMA**”
 - a. If this is your first time logging in, you will enter all your pertinent information as well as uploading the logo and your picture (you can find the SNP logo on the agent care center)
 - b. If this is NOT your first time logging into CloudCMA, then click on **SETTINGS** at the top of CloudCMA and edit all the information.
 - c. Make sure Company Name is set to “**Sierra Nevada Properties**” when configuring your account
3. Once you’ve setup your CloudCMA account you may exit CloudCMA and go back to the NNRMLS Member Launchpad

Creating the CMA and getting the proper market data

1. Login to the NNRMLS member dashboard and click on the icon that says “Paragon”
2. On the menu on the top click on the **SEARCH** button and then click on the type of search (usually Residential)
3. Using the fields, enter the criteria you wish to use to find the comparables.
 - a. Under Status you generally want to use a combination of **ACTIVE**, **PENDING** and **SOLD** listings
 - b. Learn to use the “**SEARCH BY MAP**” function to be more specific to the area you wish to search
 - c. When searching for **SOLD** properties, always make sure to add the “**OFF MARKET DATE**” in your criteria (otherwise it brings up everything from the past 15 years).
 - d. Use the **COUNT** button at the top to find an appropriate number of comparables (the number will always be different with each property)
4. Once you’ve found the quantity of comparables you are comfortable with, click on the **SEARCH** button next to the **COUNT** at the top of the page.
5. From here you can pick and choose (or select all) the comparables you wish to use.
6. Once you have the properties you wish to use for the comparables, click the **ACTIONS** button above the list of properties.
7. In the drop down menu that appears under **ACTIONS**, click on “**CloudCMA: CMA**”
8. A new screen will appear that automatically logs you into CloudCMA. You will notice if you scroll down that the **MLS IDs** from the properties you selected are already entered in the box on the left
 - a. **NOTE: DO NOT USE OR ENTER ANY DATA IN THE QUICK & DIRTY BOX ON THE RIGHT.**
9. Under “**NAME THE REPORT**” enter your clients name (Example: John & Jane Doe)
10. Under “**SUBJECT PROPERTY**” on the right enter the address for the subject property. It will automatically choose the correct address for you, do not override this.
 - a. If you have a picture of the property already, you may upload it here.
 - b. If you see the **TAX DATA FOUND** notice above the address it will auto-populate basic property information.
11. Choose the correct property type (generally Residential)
12. Enter the Square feet, Bedrooms and Bathrooms for the property. (If you are unsure look it up at the Assessors website available on the AgentCareCenter @ <http://snphomes.info>)
13. At the top and bottom of the page you will see a blue button that says “**FETCH LISTINGS**” on it, you can click either of these buttons to go to the next step
14. The next screen that comes up will show you a map of all the listings you chose. From here you can scroll down and view the listed properties. Clicking on one will expand it to see more information and allow you one last chance to use the property or not (check or uncheck to the right side of the listing).
 - a. Generally, do NOT enter the “**Suggested List Price**” here.
15. Click on the **CUSTOMIZE REPORT** button
16. On the Customize Screen we need to do a few things the first time we create a report:
 - a. On the very right hand side, under **Theme**, click on the words underneath theme. A window will pop up and using the drop down menu (Select a new theme), choose: **Sierra Nevada Standard** OR **Sierra Nevada Signature**
 - b. Under **Layout**, choose “**Two Photos**”
 - c. Leave font as “**Use theme default**”
17. Under **TEMPLATE** choose “**COMPS ONLY**”
18. One you’ve created your desired report, just click the **PUBLISH REPORT** button at the top or bottom of the page

19. You will now be taken to the “**CMA Reports**” and will see that your report is being generated. Once it is generated you will have the following options to choose from:
- a. View PDF
 - i. This will allow you to both view AND print the presentation. To print just click view, right click anywhere on the presentation and it print
 - b. Play Slideshow
 - i. This is generally used when presenting on a tablet/iPad – HOWEVER It will ONLY display the comparable information and NOT the entire SNP Presentation
 - c. Copy PDF Link (this is located under the three dots at the top right of each CMA block)
 - i. Use this to get a link that you can then paste into an email, social media or anything else. This will link to the same presentation you see when you click VIEW PDF. It is NOT recommended to send the presentation as an attachment due to size
 - d. Copy Slideshow Link
 - i. Similar to above but shows the non-SNP presentation
 - e. Email Report
 - i. Use this to send a SIMPLE email to your client (will not include an e-signature) with a link to the presentation. We generally recommend using the COPY PDF LINK step above to share with your client.

20. *Congratulations, you're done!*

Lead Generation using the Free Home Valuation Tool:

1. Log into CloudCMA via NNRMLS portal.
2. At the top click on your picture (or initials) at the top right hand corner of the page
3. Click on LEAD GENERATION
4. Click on COPY LINK underneath the “View Landing Page” button and send that link to jeremy@snphomes.com for a shortened version (ex: homevalue.io/darrell)
5. **You can also use the buttons for social media accounts (Facebook, etc) to automatically make a post for lead generation.**

CloudCMA Support/Resources:

Your free Cloud CMA account is part of your NNRMLS member benefits and they prefer to handle frontline support. When you have questions please create a support ticket at <http://www.nnrmls.com>, or call NNRMLS Support at 1-775-823-8838. Their Support Hours are Monday - Friday from 8am - 5pm.

Sierra Game Plan Materials:

The Sierra Game Plan materials exist in a few different areas:

1. Presentations – Standard & Signature are available in all offices
2. Inserts – Available on the Agent care center & XpressDocs
3. Door Hangers – Available on XpressDocs
4. Social Media – Available on AgentCareCEnter
5. Signage
 - a. Open House – Available at each office
 - b. Listings – Available at each office
 - c.
6. Flyers – Available on the Agent Care center
7. Folders – Contact Holly
8. E-Flyers – Will be available on website back end and Top Producer
9. Flyers will be available through Paula